

Multi-category eBay store increases sales by 65% in 3 months using Optiseller

Got the Lot is a one stop e-commerce shop operating in different marketplaces and selling a wide range of products across multiple categories, including home & garden, electronics and health & beauty.

THE PROBLEM

Got the Lot (GTL) were thriving on Amazon but underperforming on eBay. Keen to explore all opportunities to increase sales, GTL signed up to Optiseller's scaling service for 3 months. Optiseller quickly identified several **data quality issues that were damaging eBay sales**.

THE SOLUTION

GTL were very engaged and keen to improve their eBay store. With the support from Optiseller's team and tools, they focused on creating **a solid foundation of quality listing data** that they could then build upon through promotional activity.

Optiseller's health check of GTL's eBay store formed the backbone of the work, which also involved a great deal of education on the eBay marketplace. After 3 months, GTL saw:

- ▶ **94%** increase in the number of completed item specifics
- ▶ **45%** rise in the number of images per listing, with image variations up by **23%**
- ▶ **100%** of listings with the recommended minimum title length, **98%** of them keyword optimised

In terms of **business performance**, the results were phenomenal:

- ▶ **65%** increase in total sales (GMV) after the initial 3 months, with units sold up by **38%**
- ▶ **102%** rise in organic sales (**71%** of total sales), with no growth in returns rate figures
- ▶ **46%** growth in the number of Top 20 search slot impressions ("Best Match" results)
- ▶ **135%** surge in the number of external site views, with page views on eBay up by **31%**

Delighted with the outcome, GTL have extended the scaling work for a further 3 months.



"I've never been a fan of data, but when I saw small changes start to deliver results, I was hooked. The Optiseller team have transformed my mindset in selling on eBay, and virtually all our numbers and stats are on an upward trajectory. Now I know I'm using my time in the best way possible: with Optiseller, it doesn't matter what I work on, it always works!"

Paul Walsh, GTL